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Talkin' Things



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#1

In North America



#2

Globally



70

Production Facilities
In 26 Countries



Headquartered in Ohio,
Cincinnati

4

Business Segments



Food & Beverage



Wine & Spirits



Home &
Personal Care



Healthcare &
Specialty



\$1.7B

FY2018 Sales
NASDAQ: LABL



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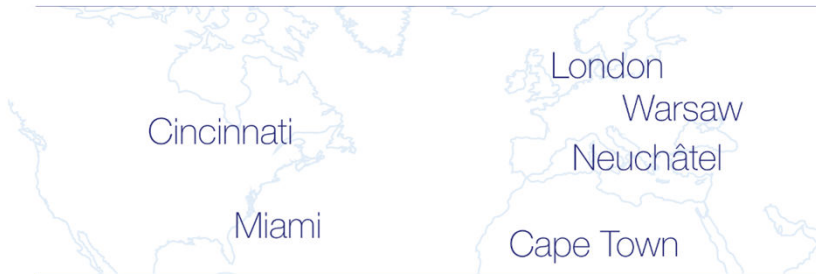
We are a global team...

Talkin' Things is a company founded in 2013. Since then we have been investing in strength of our team to employ today the best experts in all of our major areas, from hardware development, software programming to marketing strategy and creative.

Members of our team have been working for companies such as: DDB, Deutsche Bank, Renault, HBO, Canal+, Novartis, Sanofi, Rzeszow University of Technology, Kielce University of Technology.

22

core people in the team



with trusted international partners

Technology



Advisory & Finance



Zillion Commercial



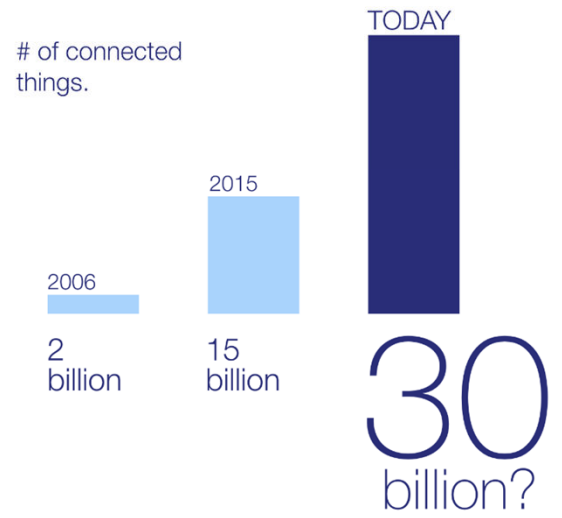
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How do you connect with your consumer?



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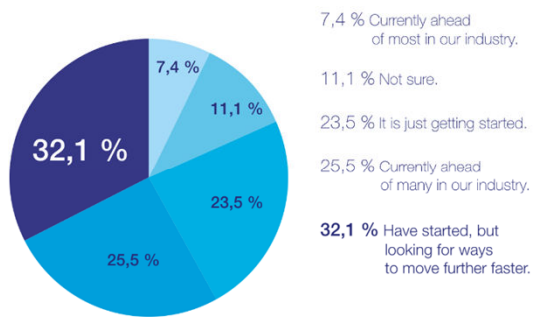
The Internet of Everything era is right here, right now!



source: IDC, Intel, United Nations, via: www.intel.com

New technologies are enabling cost effective digital transformation

How advanced is the **digital transformation** process in your organisation?



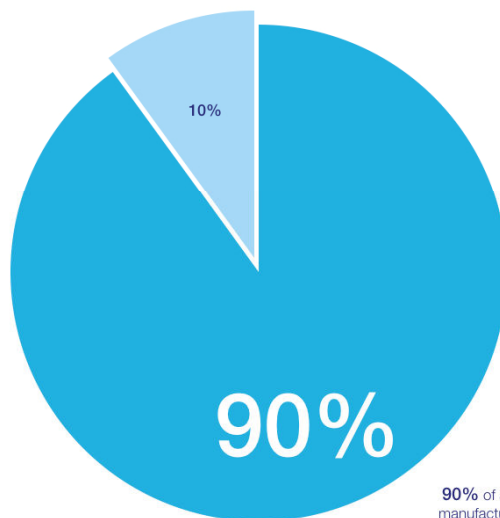
2/3 of companies will have **digital transformation** at the centre of their corporate strategy by 2018.

source: Netwise

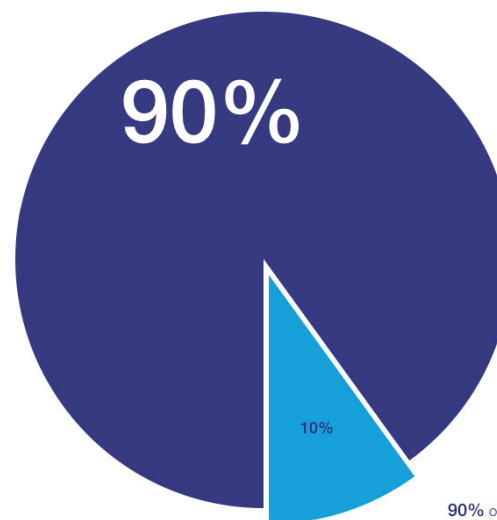


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Consumer behavior shows real need



90% of all smartphones manufactured in 2017 & 2018 are NFC enabled.

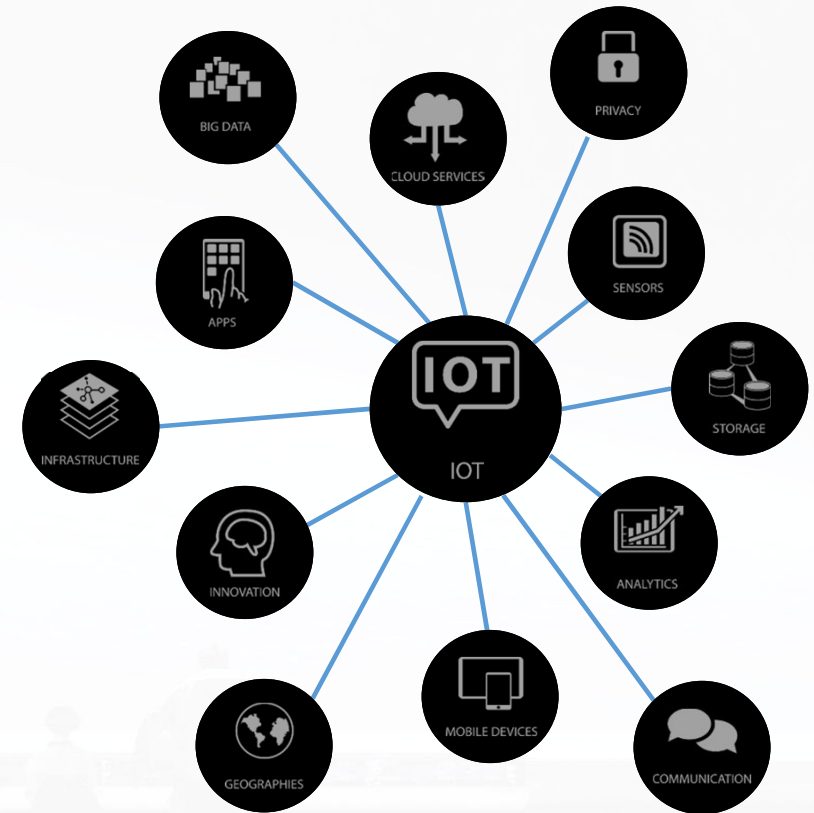


90% of smartphone owners using their devices in-store to research products

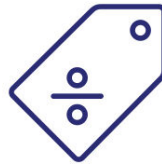


What does Smart Packaging Mean?

- Activation of the products to make them digital (IoT).
- Collection of data to allow Brand Owners to control their supply chain (grey market activities) and better understand the dynamic of their market (business intelligence).
- Possibility for Brand Owners to exchange data with their prospects and clients (On Trade / Off Trade / Home) => one-to-one communication.
- Possibility for consumers to interact with the product and get more out of it.



Then vs. Now - connectivity is the unfair advantage...



Old world traditional packaging

- New promotion = new packaging
- Data purchased from retailers
- Loyalty to distribution channel
- Counterfeiting issues
- Food waste issue



New world smart packaging

- Real-time promotions management
- Loyalty to brand and product
- Digitally extended label
- Expiration date control
- Extended data management possibilities
- Personalisation for every single product
- Direct communication with end-customer



Trend: Smart and Connected

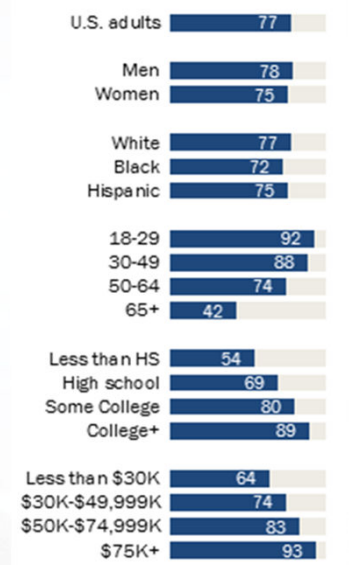
Consumers are more interested in new experiences and seek out products that allow them to express themselves through digital and social media outlets.

Almost 40% of overall consumers would share photos of packaging on social media if the packaging is interesting, so businesses should harness this marketing potential.



Roughly three-quarters of Americans own a smartphone

% of U.S. adults who say they own a smartphone



Note: Whites and blacks include only non-Hispanics.
Source: Survey conducted Sept. 29-Nov. 6, 2016.

PEW RESEARCH CENTER

Source: <http://www.deprintedbox.com/blog/how-product-packaging-affects-your-buying-decision/>



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Examples of Connected Products

AR:

19 Crimes.

Black Beer

QR:

Antinori Solaia

NFC/RFID:

Exxon Mobil

Jameson

Delta baggage tracking



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AR + NFC: Black Beer



Combination of Augmented Reality and NFC technology that has been embedded into a connected product to provide a complete new level of experience responding to customer's emotions.

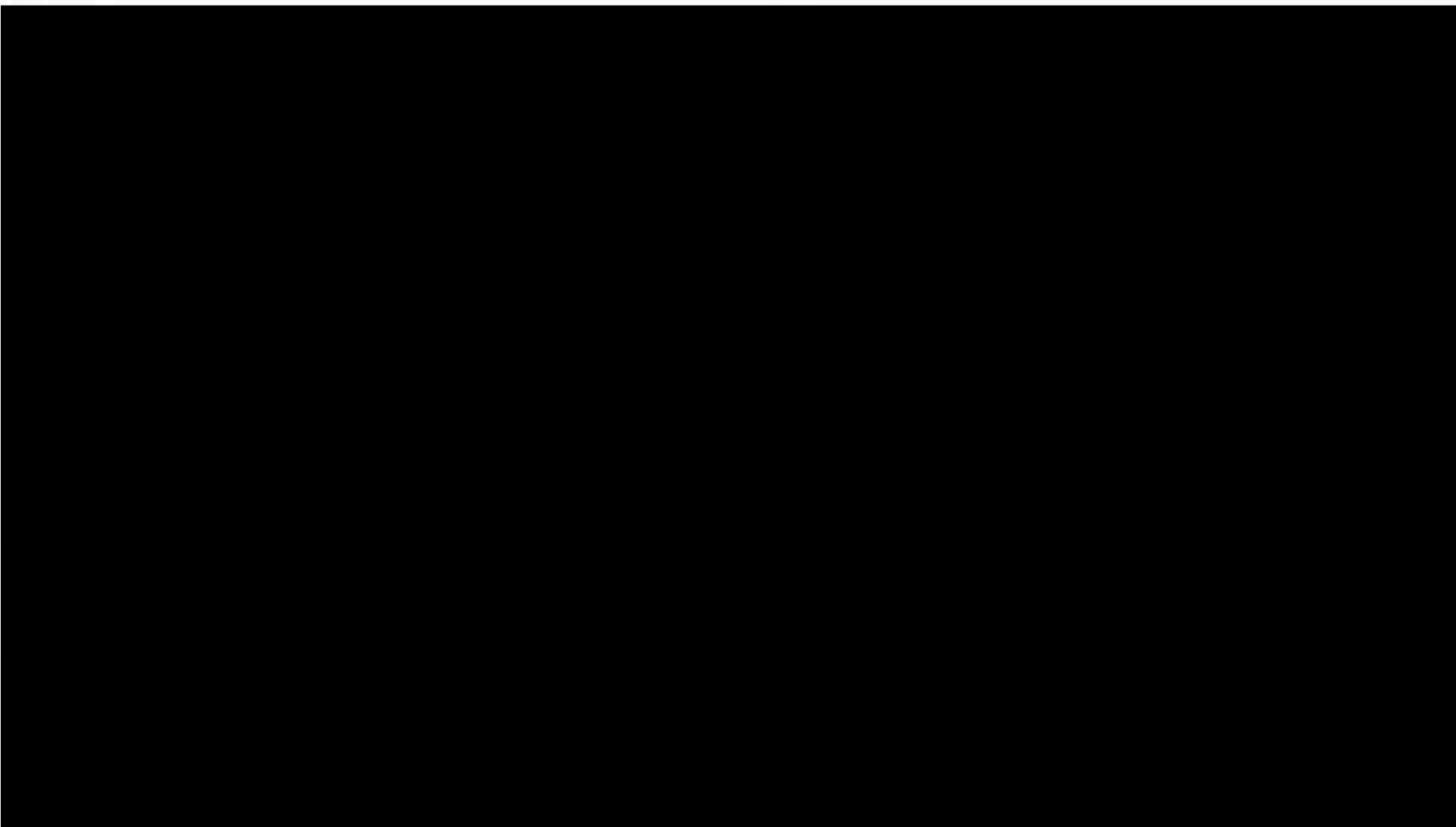
The label provides an interactive AR experience with face recognition, dynamic scenarios and NFC technology which recognizes when the product has been opened to provide different messages to the customers.

Talkin' Things and Multi-Color Corporation are developing new and innovative avenues to increase consumer engagement with our client's brands and drive sales.





AR + NFC: Black Beer



Black Beer Front Label



- Soft-touch black substrate
- Fine debossing to recreate the headstone structure
- High build varnish
- White screen
- Black overprint
- Gold hot foil
- Textured foil





Black Beer Back Label

Explaining the different features imbedded in the beer bottle :

- NFC connected product
- Proof-of-purchase (loop tag)
 - Lottery => incentive (end-consumer)
 - Segmentation prospects vs. clients (brand owner)
- Augmented Reality
 - Marketing/communication tool
 - Consumer engagement
 - Face recognition feature

MULTICOLOR GLOBAL LABEL SOLUTIONS **talkin' things**

Multi-Color and Talkin' Things - a strategic partnership to offer connected products

This bottle demonstrates several elements of our smart packaging solutions. Download the Black Beer app from your mobile app store and use your NFC enabled smartphone to experience all features.

Bursting with malty flavors, this beer provides a unique smart packaging consumer experience. 

Augmented reality		Proof-of-purchase tag
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www.mcclabel.com www.talkinthings.com

33 cl alc. 7.2% vol



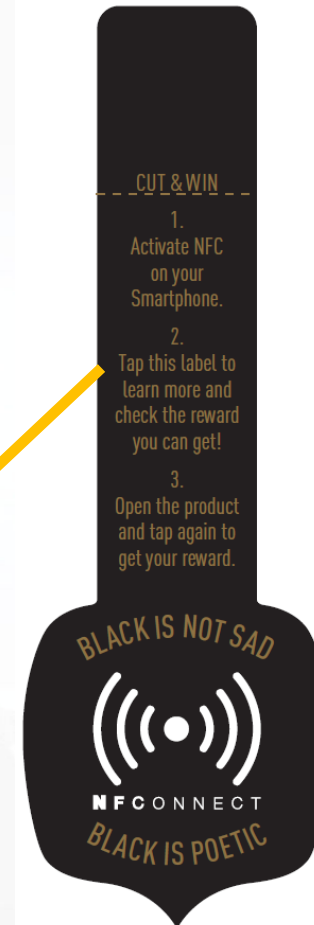
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Black Beer Neck Label

NFC Loop Tag technology to active the proof-of-purchase feature and associated functionalities :

- Consumer : incentive to engage the consumers to tap the product, buy it and start communicating with the brand.
- Brand Owner : segmentation prospects vs. clients. Big data collection and business intelligence for marketing analysis and post campaigns.

Explanation on how it works to provide guidance for the different steps.



QR: Antinori Solaia



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NFC: ExxonMobil



NFC: Jameson



RFID: Delta – baggage tracking





Thank You – Questions?



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